

**ALA Executive Board Meeting Minutes  
Tuesday, February 21, 2023**

ALA President Lessa Pelayo-Lozada called the meeting to order at 3:00 pm CT.

**APPROVED by Consent:** Agenda, *EBD #9.8*

**Membership Landscape Survey Results: Avenue M *EBD 12.7***

Sheri Jacobs, CEO & President, Avenue Group presented an overview, high-level findings, and recommendations of the ALA Membership Landscape Survey Results.

- To review, the Executive Summary please review *EBD 12.7*
- Recommendations include:
  1. Strongly continue to examine the membership model to reflect ALA's values of inclusivity and accessibility.
  2. Reinforce the value of ALA membership by focusing on its relevance to individuals' work and the benefits that are essential to their career/organizational success.
  3. Increase the awareness, usage, and value of ALA benefits. Conduct an in-depth portfolio review of current ALA offerings to help.
  4. Use a multichannel approach to expand engagement with former members.
  5. Use the data in this report to continuously measure Key Performance Indicators (KPIs): likelihood to recommend (NPS), connectedness, value for the cost of dues, and words used to describe ALA, and make changes accordingly.
  6. Integrate the DEIA findings from this survey into ALA's planning of current and future DEIA efforts.
  7. Provide hope and optimism about the current and future status of librarianship via effective communications about ALA updates and progress being made.
- More information will come. This information will help inform and simplify the membership model work. An action item will be brought forward to the Board on the model by Annual Conference.
- Staff will advance marketing and communications around membership. The results will be shared with the ALA Membership Committee as and other membership stakeholders.
- The Board will digest the presented information and ask questions in the meantime.

**CD 52: Resolution on Revising the Code of Conduct to Include Online Activity**

CD 52 was referred to the Executive Board for review and action by ALA Council at LibLearnX, January 2023. After internal conversations, it was recommended that this could be assigned and referred to the Conference Committee.

**APPROVED**, to refer Council Document 52 to the ALA Conference Committee.

Board moved into closed session.

ALA Executive Board Members in Attendance

- 1) Lessa Pelayo-Lozada, President
- 2) Emily Drabinski, President-elect
- 3) Patty Wong, Immediate Past President
- 4) Peter Hepburn, Treasurer
- 5) Larry Neal, Executive Board Member
- 6) Alexandra Rivera, Executive Board Member
- 7) Christina Rodriques, Executive Board Member
- 8) Librè Booker, Executive Board Member
- 9) Kathy Carroll, Executive Board Member
- 10) Sam Helmick, Executive Board Member
- 11) Tracie Hall, Executive Director

ALA Executive Board Member(s) Absent

- 1) Sara Dallas, Executive Board Member
- 2) Ana Elisa de Campos Salles, Executive Board Member